

Success Story of Nutraful Fertilizer Contests

Jaffer Agro Services (JASPL) vision is to contribute towards innovation and technology transfer for the development of Agriculture and for the benefit of farming community.

In the continuation of this journey , after six years research and development work in collaboration with National and international Scientists and approval of new standard by PSQCA (Pakistan Standards & Quality Control Authority) in 2014 JASPL launched Nutraful Fertilizers ,a latest and unique technology in which Plant Growth Promoting Bacteria (PGPB) are coated on Mineral Fertilizers like Urea and DAP.



JASPL announced multiple promotional schemes in 2016 on Nutraful Fertilizer such as “Nutraful



Champions for Maize & Rice Crops”, “Nutraful Kamad Champions”, “Nutraful Champions for Potato” and “Nutraful Champions Wheat Crop”.

Basic idea behind all these promotional schemes is to give awareness and motivation to farmers for using an advanced and unique fertilizer “Nutraful” which not only increases per acre yield by improving the efficiency of conventional Fertilizers but also improves root growth and stress tolerance in crop plants at minimum cost. In addition, Nutraful also improves the product Quality and farmers’ profitability.



All Farmers participated in these contests were selected based on a pre-defined selection criteria by JASPL management and for comparison in an Acre, farmer treated ½ acre with Nutraful while ½ acre with check plot (traditional fertilizer). A Nutraful model farm board was installed on each participant farm for recognition as Nutraful model farm. Different gifts were announced for the winners of each contest in each JASPL region.

Some Contest Farmers with their Nutrafuf Model farm Board



Farmer meetings, Field Days and weekly visits were conducted by JASPL sales staff to contest model farms for proper care of crops and making these contest successful. All the participants and fellow farmers were amazed when they experienced results of Nutrafuf on crops and yield difference.

Farmer Meetings / Demos / Field Visit to Contest Farmers



Nutrafuf Contests - 2016	No. of Participants	Participated Regions
Nutrafuf Champions for Maize & Rice Crops	122	Sahiwal, Vehari, Gojra, Faisalabad, D.G.Khan, Gujranwala, Hyderabad, and Lahore
Nutrafuf Kamad Champions	237	R.Y. Khan
Nutrafuf Champions for Potato	42	Faisalabad, Gojra, Lahore, Sahiwal and Vehari
Nutrafuf Champions Wheat Crop	297	Sahiwal, Vehari, Gojra, Faisalabad, D.G.Khan, Gujranwala, Hyderabad, Khanewal, Multan, R.Y. Khan and Lahore

Starting from February 2017, gift distribution ceremony of “Nutrafuf Champions for Maize & Rice Crops”, “Nutrafuf Kamad Champions”, “Nutrafuf Champions for Potato” and “Nutrafuf Champions Wheat Crop” for the year 2016 were organized at all participated regions of JASPL and winners of these contest from all regions were announced based on their highest yield achievement. Different gifts including gold earrings, motor bikes etc. were distributed among winners along with a recognition certificate to all participants of this contest.

Some Winners of Nutrafuf Contests Rice / Maize / Potato / Sugarcane / Wheat - 2016



Jaffer Agro Services is highly appreciated from farming community and government officials for conducting such a successful event. Based on a successful experience of year 2016 **“Nutrafu Champions for Maize & Rice Crops – 2017”** has also been announced and currently in progress.

Nutrafu Fertilizer = Healthy Crop = Happy Farmer		
		
		
<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p style="background-color: yellow; color: black; padding: 2px;">Nutrafu</p>  </div> <div style="text-align: center;"> <p style="background-color: yellow; color: black; padding: 2px;">Standard Fertilizer</p>  </div> </div>		
		



